



TVA Transmission

Transmission Customer and Power Marketers' Meeting

Memphis, Tennessee

Presented by Van Wardlaw
October 25, 2004

Welcome to Memphis



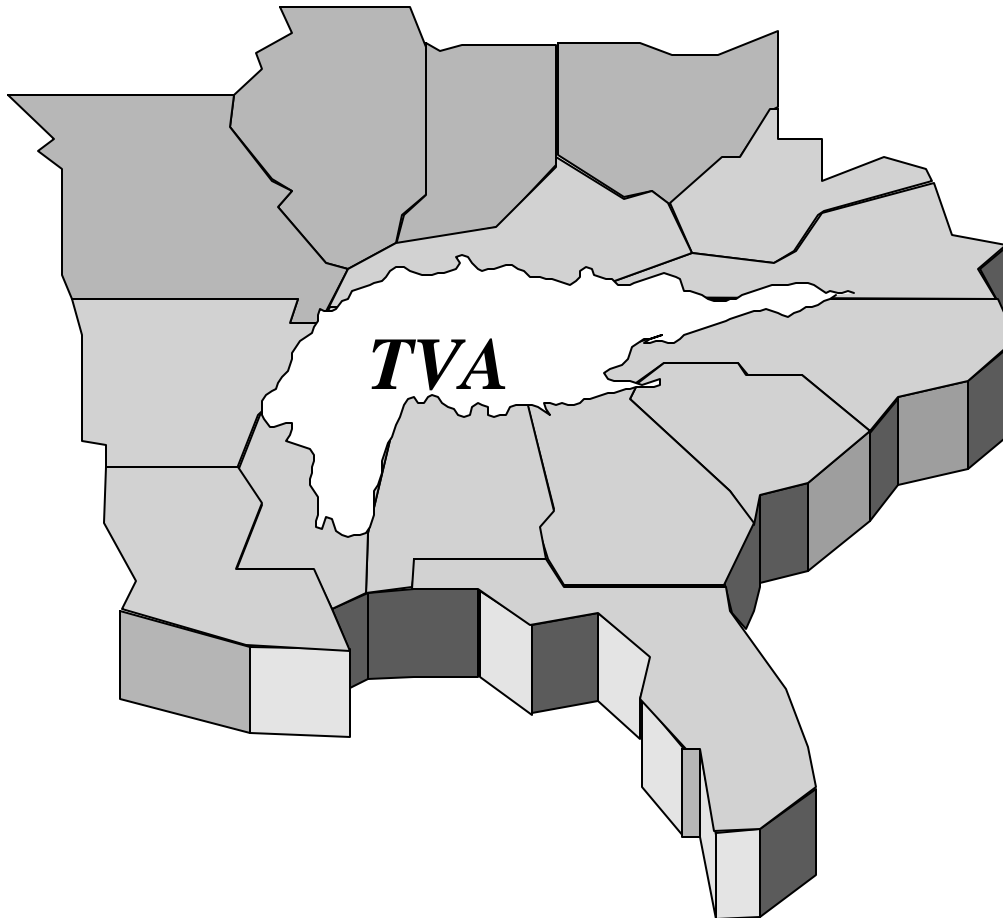
Memphis is ...

- The nation's 18th largest city and the 2nd largest in the Southeast
- Birthplace of the blues, rock & roll, and soul music
- America's Distribution Center – home to FedEx and the world's largest air cargo airport
- Site of the 2nd most visited home in America ... Graceland (behind only the White House)
- Home of the Nobel Prize winning St. Jude Children's Research Hospital
- Home to the world famous Rendezvous Ribs





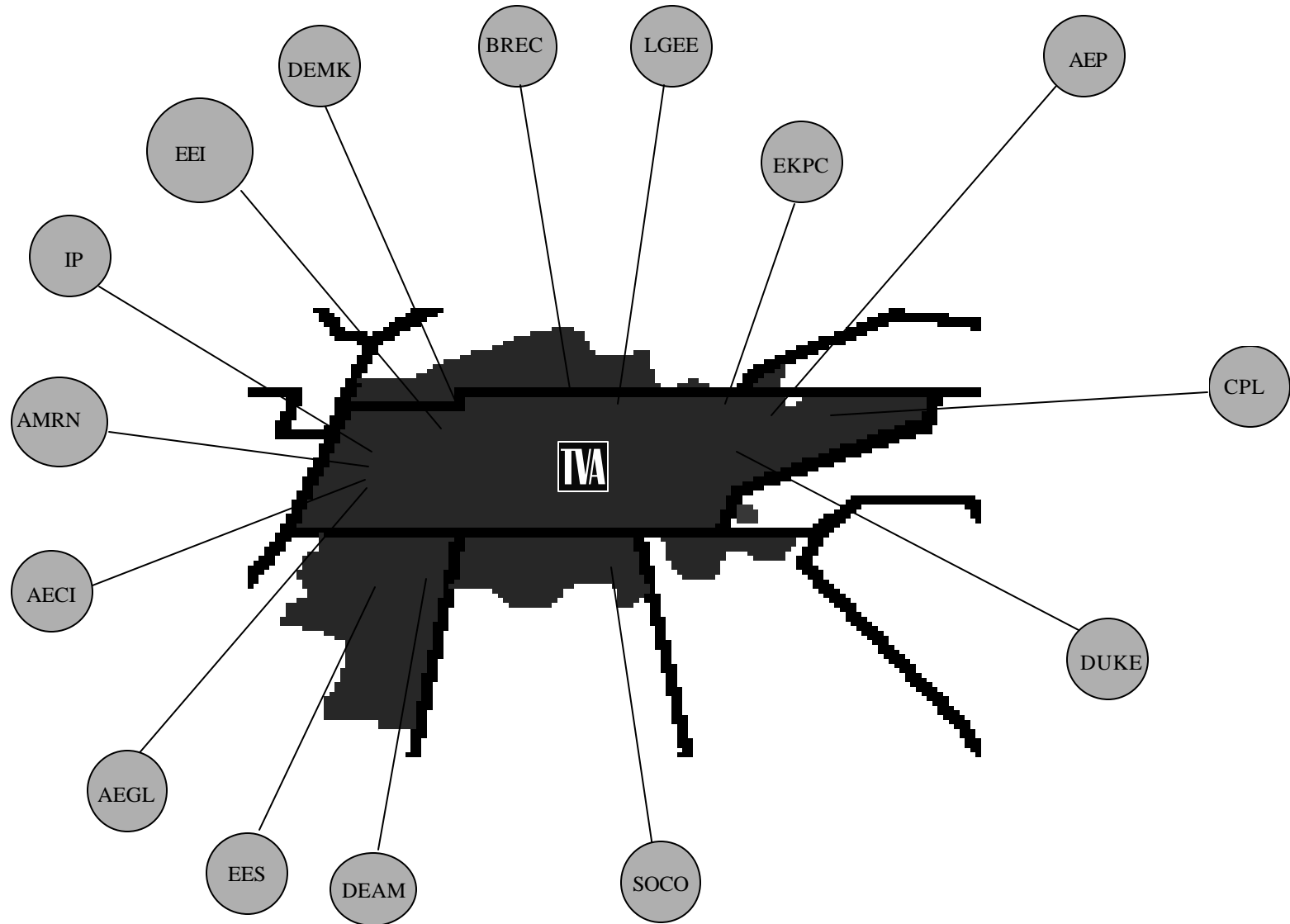
TVA Power System



- 80,000 Square Miles
- 7 States
- 57 Interconnections
- 17,000 Miles of Transmission Line
- 15 Control Area Interfaces



TVA Interconnections





Excellence in Customer Service

Strengthen working relationships with all of TVA's stakeholders - TVA Strategic Objective

- 8.3 Million Consumers
- 158 Power Distributors Customers
- 62 Directly Served Industrial Customers
- 85 Bulk Transmission Customers
- 9 Operating Independent Power Producers



Forum Goals

- Enhance relationship with interconnecting generators and transmission service customers through:
 - Improved understanding of TVA processes
 - Feedback from customers on process effectiveness and areas for improvement
- Improve communication between customers and key TVA staff